

10

CLIFTON ALEXANDER'S

THINGS NOT TO DO

When Building A Celebrity Brand

1



Nude Pics – Never send nude pics to anyone...not your boyfriend, girlfriend, husband, wife, etc. Everything is good when you are together but no so much when you break up.

2



Watching Me Effect – Do not do anything that you would be ashamed of if the world caught you doing it. If you have to hide it then you should not be doing it.

3



Stop Texting Everything – When texting, only text day-to-day things. Never text arguments or anything that may become a screenshot that can be used to take you down.

4



Stop Telling the World Your Business – As you build your brand and make money, you become valuable. That means that your news is worth money -- so be more "hush hush".

5



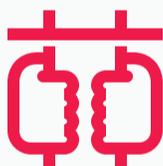
Kind and Humble – I call it the "Oprah behavior" -- she is never mean nor does she attack anyone. This helps in the event you need a lifeline later. Don't be like Megyn Kelly. The Rock, Will Smith & Keanu Reeves are great examples.

6



No More Than 2 Drinks – Perform a quick YouTube search and you will see countless of celebs being arrested while intoxicated. When going out, no more than two drinks; follow that with water or your turn up will be "turnt up" on the next TMZ news cycle.

7



Don't Talk Remain Silent – I'm not a lawyer but here's a simple rule: when being arrested, remain silent. You are being filmed and it will get out...it always does. Say nothing and know nothing. Simple!

8



Vetting Process – Many celebs, politicians and others fail to do a simple vetting process on people that they do business with. Take the time to ask questions. Ask others about people you allow into your circle so that you can save time having to distance yourself later.

9



Throw Stones – Never -- and I repeat -- NEVER knock a person while they are down. This will always open the door to your flaws and bite back later. My advice: take a page out of Oprah's book.

10



Don't Rush To Respond – When something happens on social media or in the news, wait to respond; no matter if it's you or someone you know. People are quick to let emotions get in the way and they later regret their words. Give the news time to settle, get all the facts, and if you still feel the same way after a couple of days, then write that post.